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TECHNOLOGY INNOVATION MANAGEMENT

he dramatic shifts in our technologi-
cal base will continue through the end
of this century, making the manage-
ment of technological innovation an
imperative for organizational sur-
vival. • History has clearly shown that
organizations prepared to innovate
hold a key advantage over those who
aren't prepared. • Innovations not
only offer challenges and opportuni-
ties, they invigorate people and vital-
ize organizations. The innovation
process is logical and can be managed
The Technology Innovation Management
program provides methods and con
cepts to meet the needs of today's or-
ganization preparing to exploit the future.

